

GRAPHIC COMMUNICATIONS

COURSE DESCRIPTION

This course is the first in a series that prepares students for gainful employment and/or entry into post-secondary education in the graphic communications industry. Content provides the opportunity to acquire marketable skills by examining both the industry and its career opportunities and by developing leadership, teamwork, and industry skills. Laboratory facilities and experiences simulate those found in the graphic communications industry.

Prerequisite:	None
Recommended:	Career Management Success, Skills in keyboarding
Recommended Credits:	1
Recommended Grade Levels:	10th - 12th

<p style="text-align: center;">GRAPHIC COMMUNICATIONS STANDARDS</p>
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- 1.0 Students will demonstrate leadership, citizenship, and teamwork skills required for success in the school, community, and workplace.
- 2.0 Students will evaluate career opportunities and career paths within the graphic communications industry.
- 3.0 Students will demonstrate the principles of safety and health procedures in the graphic communications industry.
- 4.0 Students will safely use and maintain printing production equipment.
- 5.0 Students will demonstrate basic industry skills in digital image preparation.
- 6.0 Students will demonstrate basic industry skills in image assembly/platemaking.
- 7.0 Students will demonstrate basic industry skills in press operations.
- 8.0 Students will demonstrate basic industry skills in finishing and bindery operations.
- 9.0 Students will demonstrate interpersonal and employability skills required in the graphic communications industry.
- 10.0 Students will apply math skills to the graphic communications industry.

GRAPHIC COMMUNICATIONS

STANDARD 1.0

Students will demonstrate leadership, citizenship, and teamwork skills required for success in the school, community, and workplace.

LEARNING EXPECTATIONS

The student will:

- 1.1 Cultivate positive leadership skills in school, community, and work-related activities.
- 1.2 Participate in SkillsUSA-VICA as an integral part of classroom instruction.
- 1.3 Assess situations and apply the decision-making process within the school, community, and workplace.
- 1.4 Demonstrate the ability to work cooperatively with others.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 1.1 Demonstrates character and leadership skills using creative and critical thinking skills.
- 1.2.A Relates the creed, purposes, motto, and emblem of SkillsUSA-VICA to personal and professional development.
- 1.2.B Organizes and participates in SkillsUSA officer elections.
- 1.3 Makes decisions and assumes responsibilities concerning situations in the graphic communications industry and develops a presentation for improvement.
- 1.4.A Organizes and participates on committees.
- 1.4.B Cooperates with peers to organize a community service project.

SAMPLE PERFORMANCE TASKS

- Create a leadership inventory and use it to conduct a personal assessment.
- Participate in various SkillsUSA-VICA programs and/or competitive events.
- Use a formal planning or Decision-Making process to select, implement, and evaluate an activity within the school, community, and/or workplace.
- Develop an annual program of work.
- Complete levels 1 and 2 of the *Professional Development Program*, SkillsUSA-VICA.

INTEGRATION LINKAGES

Computer Skills, Art, Math, Math for Technology, Chemistry, Science, Health, Manipulative Skills, Communication Skills, Teamwork Skills, Language Arts, Research and Writing Skills, Decision-Making Skills, Critical Thinking Skills, Secretary's Commission on Achieving Necessary Skills, (SCANS), Occupational Safety and Health Administration (OSHA), Environmental Protection Agency (EPA), Tennessee Occupational Safety and Health Administration (TOSHA), PrintED, SkillsUSA-VICA

GRAPHIC COMMUNICATIONS

STANDARD 2.0

Students will evaluate career opportunities and career paths within the graphic communications industry.

LEARNING EXPECTATIONS

The student will:

- 2.1 Explain titles, roles, and functions of individuals in the graphic communications industry.
- 2.2 Investigate employment and entrepreneurial opportunities in the graphic communications industry.
- 2.3 Evaluate personal characteristics required for working in the graphic communications industry.
- 2.4 Compare various career options in each graphic communications sub-cluster and required certification, education, licensure, and registries.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 2.1.A Researches major occupations within the graphic communications industry.
- 2.1.B Categorizes major responsibilities for each occupation in the graphic communications industry.
- 2.2 Researches and develops a projection of industry trends related to career opportunities in the graphic communications industry.
- 2.3 Profiles personal characteristics that are beneficial to the success of a professional in the graphic communications industry.
- 2.4 Investigates career options and charts the characteristics of various careers in the graphic communications industry.

SAMPLE PERFORMANCE TASKS

- Categorize employment and entrepreneurial opportunities (listing salary).
- Develop a profile of career opportunities, education requirements, and projected future employment.
- Develop a personal career plan.
- Appraise professional graphic communications industry organizations and explain their purposes.
- Incorporate professional terminology into conversation.
- Attend a professional organization meeting.

INTEGRATION LINKAGES

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GRAPHIC COMMUNICATIONS

STANDARD 3.0

Students will demonstrate the principles of safety and health procedures in the graphic communications industry.

LEARNING EXPECTATIONS

The student will:

- 3.1 Implement safety procedures established by the Environmental Protection Agency (EPA) and Occupational Safety & Health Administration (OSHA).
- 3.2 Comply with Occupational Safety & Health Administration (OSHA) rules and regulations.
- 3.3 Analyze and categorize safety and health hazards and their prevention and treatment in the graphic communications industry.
- 3.4 Exhibit acceptable dress and personal grooming identified by the graphic communications industry.
- 3.5 Demonstrate first aid practices.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 3.1.A Establishes and maintains a safe and healthy working environment.
- 3.1.B Distinguishes and employs measures to prevent and eliminate contaminants and ensure ecological, chemical, and physical safety.
- 3.1.C Passes with 100% accuracy, a written safety examination.
- 3.1.D Passes with 100% accuracy, a performance examination on printing equipment.
- 3.2 Maintains graphic communications equipment and laboratory in a safe and clean condition.
- 3.3 Compares and contrasts acceptable dress and personal grooming for specific jobs in the graphic communications industry.
- 3.4 Administers simulated basic first aid procedures including treating burns and cuts and administering the Heimlich Maneuver.
- 3.5 Administers simulated basic first aid procedures including treating burns and cuts and administering the Heimlich maneuver.

SAMPLE PERFORMANCE TASKS

- Conduct a safety and health inspection and identify any potential hazards.
- List causes of most common accidents and outline a safety prevention program.
- Participate in the Occupational Health and Safety competitions with SkillsUSA-VICA.

- Outline a safety management program.
- Develop emergency policies for the printing laboratory.
- Role-play proper procedures for treating burns and cuts and administering the Heimlich Maneuver according to standards set forth by the American Red Cross.

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GRAPHIC COMMUNICATIONS

STANDARD 4.0

Students will safely use and maintain printing production equipment.

LEARNING EXPECTATIONS

The student will:

- 4.1 Implement safety procedures established by the Environmental Protection Agency (EPA) and Occupational Safety & Health Administration (OSHA).
- 4.2 Comply with Occupational Safety & Health Administration (OSHA) rules and regulations.
- 4.3 Show evidence of proper safety procedures and Occupational Safety & Health Administration (OSHA) requirements when using each piece of equipment.
- 4.4 Demonstrate industry safety procedures pertaining to each piece of equipment.
- 4.5 Evaluate the quality of production produced by clean equipment.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 4.1 Selects tools and equipment for use in the graphic communications industry.
- 4.2 Evaluates each piece of equipment and tools used in the graphic communications industry.
- 4.3.A Demonstrates the correct equipment and related tools for a given task.
- 4.3.B Identifies safety devices on all laboratory equipment.
- 4.4.A Performs periodic safety inspections on all laboratory equipment and reports any problems.
- 4.4.B Passes written safety test with 100% accuracy prior to working in the print laboratory.
- 4.5.A Demonstrates procedures for cleaning equipment.
- 4.5.B Calculates cost of production with unclean equipment.

SAMPLE PERFORMANCE TASKS

- Conduct safety inspection on specific machines and identify hazards.
- Analyze case studies for unsafe or improper use of implements, tools, and equipment.
- Select, operate, and clean equipment.
- Prepare a task chart detailing the appropriate steps for cleaning and storing specific tools and equipment.
- View safety material from Department of Labor.

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GRAPHIC COMMUNICATIONS

STANDARD 5.0

Students will demonstrate basic industry skills in digital image preparation.

LEARNING EXPECTATIONS

The student will:

- 5.1 Interpret basic design and type principles.
- 5.2 Distinguish between the different software programs available and each one's purpose.
- 5.3 Demonstrate uses of raster and vector art.
- 5.4 Relate to others as a team member.
- 5.5 Develop and demonstrate time management and work-sequencing skills.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 5.1 Identifies type fundamentals in design.
- 5.2 Compares different software including graphic software, page layout, and word processor.
- 5.3 Defines the difference between raster and vector and their uses.
- 5.4 Exemplifies actions that will improve cooperation and teamwork skills.
- 5.5.A Proposes time management and other organizational management techniques.
- 5.5.B Calculates the benefits of incorporating time management skills in the graphic communications industry.

SAMPLE PERFORMANCE TASKS

- Create a document with word processing software using proper margins and formatting.
- Import text and graphic into page layout software and create a brochure.
- Complete level 1.3 "Determine Individual Time-Management Skills" *Professional Development Program*, SkillsUSA-VICA.

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GRAPHIC COMMUNICATIONS

STANDARD 6.0

Students will demonstrate basic industry skills in image assembly/platemaking.

LEARNING EXPECTATIONS

The student will:

- 6.1 Demonstrate and utilize various tools and supplies for image assembly.
- 6.2 Employ skills needed to create a single-color flat.
- 6.3 Distinguish and demonstrate various platemaking equipment and materials.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 6.1.A Identifies various stripping tools and their uses.
- 6.1.B Selects different supplies needed for image assembly.
- 6.1.C Uses appropriate tools and supplies for image assembly.
- 6.2 Creates single-color flat using proper tools and makes necessary corrections to flat.
- 6.3.A Selects platemaking equipment and tools to produce exposed and processed plate.
- 6.3.B Uses platemaking equipment and materials.

SAMPLE PERFORMANCE TASKS

- Create single-color flat making corrections needed.
- Produce properly exposed and processed plate for printing a project.

INTEGRATION LINKAGES

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GRAPHIC COMMUNICATIONS

STANDARD 7.0

Students will demonstrate basic industry skills in press operations.

LEARNING EXPECTATIONS

The student will:

- 7.1 Evaluate paper transfer system of offset duplicators.
- 7.2 Demonstrate basic press operations.
- 7.3 Calculate cost of operating basic offset duplicators.
- 7.4 Perform preventive maintenance for offset duplicators.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 7.1 Performs basic setup for printing a single-color job.
- 7.2 Produces a printed single-color job using an offset duplicator.
- 7.3 Analyzes a production job and calculates the cost of the production.
- 7.4.A Performs daily cleanup and basic maintenance on an offset duplicator.
- 7.4.B Develops a schedule for preventive maintenance on an offset duplicator.

SAMPLE PERFORMANCE TASKS

- Calculate the cost of a single-color job on an offset duplicator.
- Chart and schedule preventive maintenance on an offset duplicator.
- Develop a fair market price for a single-color job on an offset duplicator.
- Set up and produce a single-color job on an offset duplicator.
- Perform daily cleanup and maintenance of an offset duplicator.

INTEGRATION LINKAGES

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GRAPHIC COMMUNICATIONS

STANDARD 8.0

Students will demonstrate basic industry skills in finishing and bindery operations.

LEARNING EXPECTATIONS

The student will:

- 8.1 Demonstrate knowledge of cutting diagrams and cutter operations.
- 8.2 Distinguish various folds for printed products.
- 8.3 Evaluate the various binding techniques.
- 8.4 Relate to others as a team member.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 8.1 Creates master cutting diagram and makes accurate cuts on mechanical cutter.
- 8.2 Creates various folds for printed products using an automatic folding machine.
- 8.3.A Produces a side-stitched, a saddle-stitched, and an adhesive bound product.
- 8.3.B Determines when each binding technique should be used.
- 8.4 Performs as a member of a production group.

SAMPLE PERFORMANCE TASKS

- Tour a publishing company.
- Accurately cut stock on mechanical cutter using cutting diagram.
- Set up folder to make a single fold.
- Interview an employee working in the binding operation of a publishing company.

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GRAPHIC COMMUNICATIONS

STANDARD 9.0

Students will demonstrate interpersonal and employability skills required in the graphic communications industry.

LEARNING EXPECTATIONS

The student will:

- 9.1 Demonstrate employability skills such as attendance, time management, individual responsibility, professional conduct and appearance.
- 9.2 Demonstrate interview, application, and resume writing skills necessary for job attainment.
- 9.3 Demonstrate proficiency in keyboarding skills, including equipment operation, maintenance and repair, computer systems, and computer applications.
- 9.4 Analyze ways of dealing with stress and human relations.
- 9.5 Evaluate methods of conflict resolutions.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 9.1 Designs a check sheet of employability skills and maintenance necessary in local graphic communications industries.
- 9.2.A Prepares a resume and job application for a specific job.
- 9.2.B Participates in a job interview.
- 9.3 Operates computer equipment, systems, and applications.
- 9.4 Incorporates methods of stress reduction.
- 9.5.A Demonstrates methods of conflict resolution.
- 9.5.B Dramatizes the practices of verbal and non-verbal communications.

SAMPLE PERFORMANCE TASKS

- Design student rating performance guidelines for specific employment.
- Use the performance guideline tool to evaluate a Graphic Communication worker in a given scenario for ethics and quality of work.
- Develop a career presentation of Graphic Communications.
- Develop and print a resume.
- Participate in mock interviews.
- Practice stress reduction techniques.
- Role-play and analyze methods of conflict resolution.
- Research cultural diversity and discuss findings with the class.

INTEGRATION LINKAGES

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GRAPHIC COMMUNICATIONS

STANDARD 10.0

Students will apply math skills to the graphic communications industry.

LEARNING EXPECTATIONS

The student will:

- 10.1 Apply basic mathematical problem solving skills to projects in the graphic communications industry.
- 10.2 Calculate cost analysis on various printing projects.
- 10.3 Calculate fair market price for various printing projects that analyze cost factors, determining retail pricing on printing projects.
- 10.4 Measure in inches and fractions, points, and picas.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 10.1.A Performs basic addition, subtraction, division, and multiplication of whole numbers 2 - 3 digits.
- 10.1.B Performs basic addition, subtraction, division, and multiplication of fractions and decimals.
- 10.2 Solves cost calculation problems.
- 10.3 Develops retail charges for various projects.
- 10.4 Solves printing measurement tasks.

SAMPLE PERFORMANCE TASKS

- List cost factor involved in each printing project.
- Calculate profit and loss on various printing projects.
- Determine the cost of a particular project.
- Measure sample line lengths, body copy, and page sizes.

INTEGRATION LINKAGES

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